



City of Riverside Administrative Manual

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Review Date: 09/01/2014
Prepared by: City Manager

Approved:

Department

City Manager

SUBJECT:

Guidelines for Facebook Usage

PURPOSE:

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed for City departments looking to drive traffic to department Web sites at Riversideca.gov and to inform more people about City activities. These standards should be used in conjunction with the City's Social Media Use Policy and Video Posting policy. As Facebook changes these standards may be updated as needed.

POLICY:

Establishing a page

When a department determines it has a business need for a Facebook account, it will submit a request to the City Manager's Office – Communication Officer via the Social Media Request Form (attached). Once approved, the Information Technology Department will create the boilerplate business page for the department. Applications are not to be added to a City Facebook site without approval by Information Technology. All City provided branding images must meet City branding standards. (See Marketing Style Guide).

Content

Types of 'pages':

The City will create 'pages' in Facebook not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability. Community pages will currently be accepted as is unless there is a copyright/trademark issue.

Creating a Facebook

IT will standardize and provide the Facebook page's image, consisting of a picture and the City's logo. If your department has a picture preference, please note in your Social Media Request form.

Departments will include a mission introduction on the Wall Page and send users first to the Wall to connect them to the freshest content. Boilerplate policy text regarding public disclosure and comments will be created using the FBML static page application. A City boilerplate sentence should follow the department/program description (SEE SAMPLE BELOW):

(DEPARTMENT) is a department of the City of Riverside, www.Riversideca.gov. This site is intended to serve as a mechanism for communication between the public and [department] on the listed topics. Any comments submitted to this page and its list of fans are public records that may be subject to disclosure pursuant California Government Code section 6250 et seq.. Public records requests should be directed to the administrative division of [department].

The Wall page should include a link to a Comment Policy tab with the following disclaimer:

"The intended purpose of this site is to serve as a mechanism for communication between City departments and members of the public. City of Riverside social media site articles and comments containing any of the following forms of content shall not be allowed:

- *Comments not topically related to the particular social medium article being commented upon;*
- *Profane language or content*
- *Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.*
- *Sexual content or links to sexual content;*
- *Solicitations of commerce;*
- *Conduct or encouragement of illegal activity;*
- *Information that may tend to compromise the safety or security of the public or public systems; or content that violates a legal ownership interest of any other party."*

A link to www.Riversideca.gov will be included on the Info page.

City department and project pages should be page favorites of other City Facebook pages.

Page Naming

Page name should be descriptive of the department.

Departments will choose carefully with consideration for abbreviations, slang iterations, etc.

IT will approve proposed names.

Page Administrators

A successful page requires "babysitting." The departmental designee is responsible for monitoring the Facebook page. Posts should be approved by the Department Public Information Officer or a designated alternate.

The departmental designee is responsible for making sure content is not stale.

Each department will designate a back-up administrator in the designee's absence.

Style

City Facebook pages will be based on a template that includes consistent City branding in accordance with the Marketing Style Guide.

Departments will use proper grammar and standard AP style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the City at all times.

Applications

There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.

An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by IT.

An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

Archive

Each Facebook page will be set up in conjunction with an IT designated City e-mail account.

Content that cannot be retrieved from Facebook via the application programming interface (API) and that would **need to be retained as a business record** should be printed and maintained according to the City records retention policy.